WINTER COATINGS

56-inch Wool Coating, value 54.50 Special price \$3.45 54-inch Gray Astrachan, value \$6.00—Special price \$4.50 E0-inch Black Astrachan, value \$5.00—Special price \$4.50 50-Inch Black Perisien Artra-chan, value \$12.00 — Special price \$8.50 50-Inch Black Lambtex Coating, value \$10.50 Special price \$8.50

The Price Readjustment Sale

PRESENTING EXTRAORDINARY SAVINGS IN QUALITY MERCHANDISE IN EVERY DEPARTMENT OF THE STORE

The Price Readjustment Sale enters the last month of the year, with some of the greatest values in staple and seasonable merchandise it has been our good fortune to offer since pre-war days. A glance through the many savings will reveal items for holiday giving, at a time when everyone's thoughts are inclined towards Christmas.

READ EVERY ITEM IN THIS LIST OF SPECIAL OFFERINGS

Santa Claus Coming Saturday

Santa Claus will be here tomorrow-Saturday, December 3rd. He will on the "Santa Claus Special," by way of Moosup, being due there at 1 o'clock Seturday afternoon, Plainfield at 1:15, Jowett City at 1:45, Baltic at 2:03, Occum at 2:10, Taftville at 2:21, arriving at Franklin Square at 2:45. He invites all his boy and girl friends to meet him. From the time of his arrival, until Christmas Eve, he will make his eadquarters in our large display window.

OUR MEN'S STORE

Men's Suits Men's Overcoats

MEN'S \$32.50 SUITS

At \$24.95

At \$24.95 we offer a choice of more than 100 Men's Suits, in / a full line of sizes, including blues and browns, in stripes, etc., worsted and cassimeres, regular value up to \$32.50.

OVERCOATS

Overcoats for Men and Young Men, in plaid backs, two-tones and staple gray - every coat the latest model—at

\$28.50

\$32.50

Value up to \$35.00

· Value up to \$40.00

Reduced

Men's Flannel Shirts, at \$1.79

Special offering of Men's Flannel Shirts, in tans, grays and blues, sizes 141/2 to 17-Special price \$1.79, value up to \$2.50.

Men's Underwear, at \$2.00

Odd lot of Men's Underwear, comprising a number of good makes-light, medium and heavy weight-Cotton and wool mixed-Special price \$2.00 a garment.

ALL HATS REDUCED

CHILDREN'S HATS AT \$1.98



Our entire stock of Children's Trimmed Hats, is now being offered at one price. This includes Beaver and fine Dress Hats-all at \$1.98, former prices up to

WOMEN'S DRESS HATS AT \$7.50

This is a most sensational offering and comprises every fine Dress Hat in our stock-all at \$7.50, former prices up to \$18.50.

EXTRAORDINARY VALUES IN SILKS ALL AT REDUCED PRICES

40-Inch Creps-de-Chine, in a full range of shades for street and evening wear, regular \$2.00 value-SPECIAL PRICE A YARD..... \$1,49 33-Inch Satin Stripe Silk Shirtings, next colorings on white ground. Yard-wide Tricolette, for Soarfs, in black, white, navy, rose, Copenhagen and brown, regular \$2.00 value at \$1.69 40-Inch Creps Meteor, for Blouse or Dress, in black, white, gray, 40-Inch Satin Charmeuse, beautiful lustre, for Blouse or Dress, regular \$3.00 value, at 40-Insh Canton Creps, Silk and Wool (will not wrinkle), in black, brown and navy, regular \$3.00 value, at \$2.69 40-Inch Barenette Setin Skirting, in black, white, pink and navy. Yard-wide Duvetyne for Dress or for Millinery, in black, gray, navy, purple, fuchia, brown, henna, tan and castor, regular \$5.50 value, at \$4.79

WOOL DRESS FABRICS REDUCED

54-inch All-Wool Storm Serge and French Serge, in black, navy, brown, Copenhagen and green, regular \$2.00 value, at...... \$1.59 42-inch All-Wool Crape, for one-piece Dresses, in brown, navy, taups, henna, wine and green, regular \$2.25 value, at \$1,89 54-inch All-Wool Jersey, for Blouse or Dress, in black, brown, mavy, jade, golf red, Copenhagen, old blue and beaver, regular \$2.25 value, at \$1.98 42-Inch Woel Henrietta, in black, brown and navy-42-inch Crope Mohair, in black, navy brown and plum, regular \$2.50 value, at \$2.19 54-inch Heather Mixture, Wool Jersey, in blue, brown and gray Frots, for Suit or Dress, regular \$2.50 value, at \$2.19

AGAIN THIS SEASON, THIS STORE WILL BE Christmas Shopping Headquarters

For Norwich and All Eastern Connecticut

We are prepared - Christmas stocks are complete and conveniently arranged for easy shopping. Plenty of wide-awake, painstaking people to serve you. Now is a good time to shop before the grand rush. Commence at once - Today do a little every day-get the real pleasure out of buying while you are thinking of others. We'll be waiting to serve you today.



WOMEN'S FUR-TRIMMED SUITS AT HALF-PRICE

Our entire stock of Women's Fur-Trimmed Suits-exclusive models-are now selling at Half-Price. This is a good time to select a suit.

WONDERFUL COAT VALUES!

A FULL RANGE OF SIZES-16 TO 46 All the better grades have handsome Fur collars of Beaver, Wolf, or Australian Opossum.

HERE ARE THE PRICES!

AT \$18.95 - regular value \$ 25.00 AT \$27.50 - regular value \$ 35.00 A1 \$34.50 — regular value \$ 59.50 AT \$48.50 — regular value \$ 65.00 AT \$59.50 — values up to \$ 95.00 AT \$95.00 - values up to \$135.00

Women's Dresses -

Phenomenal Values!

20 Women's Canton Crepe Dresses, in black, brown and navy—at just half-price— \$12.50 30 Women's Dresses of fine quality Tricotine,

navy blue, sizes 16 to 44, regular \$17.50 \$25.00 to \$35.00 values—On sale at

Crepe-de-Chine Waists, at \$2.45

100 Women's Crepe-de-Chine Waists, in flesh and white, size 36 to 44 On sale at \$2.45 each, regular value \$4.25 to \$5.95.

Children's Gingham Dresses

AT \$1.75 — former price \$2.50 AT \$2.75 - former price \$3.98 AT \$2.25 — former price \$2.98 AT \$3.75 - former price \$4.98 Children's Serge Dresses, at \$5.95, \$7.95 and \$9.95.

CHRISTMAS CARDS

Christmas Cards and Booklets (Books and Cards, now in Mil linery Section).

FLOOR COVERING

A special offering of Neponset Ruga, in various sizes — extra special values: 6x9 feet, \$5.75..... value \$ 7.50 7. 6x9 ft., \$7.75..... value \$10.00 9x12 feet, \$11.50..... value \$14.50 Neponset Floor Covering by the yard, in patterns suitable for all rooms, value 85c—Special price a square yard 36-inch Reversible Fibre Matting, value 69c—Special price a yard 49c Size 36x72 Reversible Grass Rugs, value \$2.10-Special price \$1.79 Size 27x54 Wilton Velvet Rugs, value \$3.50—Special price.... \$2.89

SATURDAY CANDY Peanut Squares, a lb...... 150

25c Mixed Chocolates...... 19c Peanut Brittle 24c 40c Standard Chocolates, in 20 50c Babyland Mixed Hard Can-65c Buntes Diana Stuffed Fruits 49c 60c Blackstone Chocolates 49c

Ear Rings, jet black, with long drop, regular value \$1.00 — Special price a pair.

Special price a pair. 69c
Cut Crystal, Opera length Beads,
with bead tassel, in several colors, regular value \$1.00—Special price 69c
200 Sterling Silver Rings, clustars or single stones, onyx or
white brilliants, gallery mounting, regular value \$2.50 to \$4.00
—Special price \$1.39
(Dross Goods Section)

At 65c - regular price 75c At 85c - regular price \$1.00 HOLIDAY JEWELRY

At \$1.25 - regular price \$1.50 At \$1.75 - regular price \$2.00

Women's Outing Flannel Gowns, good heavy flannel, pink and blue stripes, some with V neck, others with turn-over collars, regular value \$1.50 — Special price

\$7.50 Umbrellas, \$4.98

Just received another lot of those popular Tape-edge Silk Umbrellas for Women. They have bakelite or colored posts and handles to match the silk—Special price \$4.98, regular value \$7.50.

PETTICOATS—GOWNS

Women's Knit Underskirts, the kind

that do not roll up, assorted colors,

At 42c - regular price

at these special prices :

HOSIERY SPECIALS Infants' White Cashmerette Hosiery, with colored heels and toes, sizes 4 to 61/2, regular 29c

Many new arrivals in Sport Hos-iery, for Women and Misses, are now on sale, at very special prices. If you want the newest styles and best possible values in Sport Hosiery—then ese cur

Children's Ribbed Lisle Hosiery, in black, white and cordovan, sizes 6 to 91/2, regular value 39c-Special price a pair 25c

Children's Mercerized Lisle Hosiery, black, white and cordovan, sizes 6 to 91/2, regular value 50c-Special price a pair 39

Women's extra heavy black Cetton Hosiery, seam in the back -Special price a pair..... 25c

Women's Silk and Lisle Sport Hosiery, assorted heather mixtures-Special price a pair.... 39c

WINTER UNDERWEAR

weight Ribbed Vests, "Nazareth" make, sizes 1 to 6-Special price 25c Women's Fleecy-lined Ribbed Vests and Pants, regular and

extra sizes-Special price each 48c Boys' Gray Ribbed Union Suits, sizes 24 to 34-large sizes \$1.00, small sizes 75c

Women's Fleecy-lined Ribbed Vests and Pants-extra sizes 83c, regular sizes 75e

Women's Winter-weight Ribbed Union Suits, fleecy-lined, regular and extra sizes, value \$1.75 and \$2.00-Special price a suit \$1.19

LEATHER GOODS

Women's Leather Hand Bags, choice of three colors, regular value \$2.50-Special price.... \$1.49

Women's Velvet Hand Bags, in a full line of colors, regular value \$3.98 to \$5.00 - Special

WASH GOODS

Apron Ginghams, 11c 27-inch Staple Apron Ginghams, good assortment of various blue checks-Special price 11c a yard.

Domet Flannel, 121/2c 27-inch Plain White Domet Flannel, good weight-Special price 121/20 a

36-Inch Percales, 14c 36-inch Dress Percales, season's bost patterns, mostly short lengths -Special price 14c a yard.

Dress Ginghams, 17c 27-inch Dress Ginghams, new fall designs, in checks and stripes, also plain colors-Special price 17e a

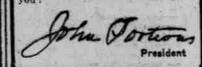
Cotton Challies, 18c 36-inch Cotton Challies, well covered grounds, Persian designs, etc. -Special price 18c a yard.

White Outing, 25c 36-inch (note the width) heavy weight White Outing Flannel -Special price 25c a yard.

ore Editorial

It is because we are all familiar with the stress and press which the yuletide season brings to all of us that we wish to do our share in appealing to you to Begin Your Christmas Shopping New and not leave it until the eleventh hour.

By so doing, you will have the inward satisfaction of feeling that you are bringing ease and cheer to all our salespeople and other employes who perform their duties with the sole thought of serving you with speed and efficiency. Buy your Christmas gifts early this year and ask every one of your friends to follow your example. You will gain much by so doing. Thank



GLOVES

EXTRA SPECIAL VALUES Women's One-class Genuina Chamois Gloves, regular \$2.00

Women's Two-clasp Genuine French Lamb Gloves, black, white and brown, regular \$2.25 value, at \$1.69

Women's 12-butten length Kid Gloves, white only, regular \$4.50 value, at \$2.95

WOMEN'S SWEATERS

Women's and Misses' Sweaters, Coat and Tuxedo Medels, regular value \$8.50-Special price \$5.50 Women's and Misses' Sweaters. Coat and Tuxedo Models, regular value \$10.50-Special price \$8.50

BOYS' WEAR

Boys' "Souwester" Rubber Hats,

Boys' Golf Caps, navy and mixtures, with inside fur ear protectors, value \$1.49, at \$1.10 Beys' Coat Sweaters, sizes 26 to 30, value \$4.95, at \$3.50

Boys' V neck Slip-on Sweaters, all weel, in brown, navy and cerdevan, value \$7.50, at \$5.00 Boys' "Rayneters," best qual-

4 to 18, value \$7.00, at..... \$5.85 Boys' Overcoats, in Chinchilla, L and dark mixtures, sizes 3 to 9, value \$7.50, at..... \$4.95

ity, black Rubber Coats, sizes

Boys' Overcoats, stylish mix-\$12,50, at \$9.50 Boys' Overcoats, sizes 10 to 18,

value \$16.50, at \$12.50 Boys' Navy Serge, Middy Blouse Suits, sizes 3 to 9, value \$7.50, at \$5.45

Boys' Junior Norfolk Cordurey Suits, with two pairs of straight trousers, value \$7.50, at.... \$5.45

Boys' Norfolk Suits, gray and brown mixtures, also Corduroy, aizes 8 to 17, with two pairs of trousers, value \$12.00 - Special price \$9.50

tures, sizes 10 to 17, value \$16.50, at \$13.50

HANDKERCHIEFS

Women's White Hemstitched Linen Handkerchiefs-extra special value at...... 12/20 Men's White Hemstitched Linen Handkerskiefs - extra special value at 25c

208 boxes Men's White Homstitched Initial Handkerchlefs, six in a box, value 871/20 -300 boxes of Men's White Hemstitched Initial Handkorchiefs. extra fine, three in a box-Special price a box...... 50c

Domestic Department EXTRAORDINARY SPECIAL VALUES

38-inch "Fruit of the Leam" and "Hill" Bleached Cotton —Special price a yard..... "Indian Head," full bleached, in short lengths — Special price a yard

Sizes 42x36 and 45x38 Pillow Cases, in Pequot and Hill grades — Special price yard 29e Special price 29e
Size '0x38 Hemmed Huck
Towels, value 25c — Special
price 17e
18-inch Sanitary Diaper,
19-yard please—Special price
a piece 96e Extra heavy quality Mer-cerized Table Damask, as-serted patterns, value \$1.00— Special price a yard.....

Batos' Turkey Red Table Damask, good assortment of checks and figures — Special price a yard

Size 58x70 Hemmed - 84x64 Security of the security of th